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**From:** Daniel Baker [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=D824975307734408B5C85508ED36020B-DANIEL BAKE]  
**Sent:** 9/19/2018 11:01:56 AM  
**To:** Ryan Shaw [Ryan.Shaw@intusurg.com]  
**Subject:** RE: Si System End-of-Life Sales Leader Meeting Notes - 9/18/2018

Thanks Ry

**Daniel Baker**  
Director, Product Marketing Operations  
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**From:** Ryan Shaw  
**Sent:** Wednesday, September 19, 2018 2:19 AM  
**To:** Curt Boeschenstein <Curt.Boeschenstein@intusurg.com>; Jake Isley <Jake.Isley@intusurg.com>; Katie Scoville <Katie.Scoville@intusurg.com>; Daniel Baker <Daniel.Baker@intusurg.com>  
**Subject:** FW: Si System End-of-Life Sales Leader Meeting Notes - 9/18/2018

FYI – Output of the Si end-of-life conversation with Henry's team yesterday. Will discuss in today's EOL call.

**Ryan Shaw**  
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**From:** Ryan Shaw <[Ryan.Shaw@intusurg.com](mailto:Ryan.Shaw@intusurg.com)>  
**Date:** Tuesday, September 18, 2018 at 3:06 PM  
**To:** Henry Charlton <[Henry.Charlton@intusurg.com](mailto:Henry.Charlton@intusurg.com)>, Brian Miller <[Brian.Miller@intusurg.com](mailto:Brian.Miller@intusurg.com)>  
**Subject:** Si System End-of-Life Sales Leader Meeting Notes - 9/18/2018

Henry,

Thanks for the time with your team to discuss Si system end-of-life (EOL) proposal. Below are the meeting notes. Let me know if you are aligned on the plan. CC'd Brian for visibility/alignment.

**US team collectively is ok with EOL in 2019, with the following considerations**

- Want to continue offering delayed trades and slides in 2019 to support footprint expansion
- 178 incremental installs through delayed trades and slides
- 65% were GEN SURG
- 128/178 converted to GEN4 after
- \$350K price for delayed trade shown to overcome cost barriers
- USPI (tenant) taking delayed trades and moving to surgery centers
- Want to send EOL letter to customers in FEB'19
- Allows time to train sales team at national sales meeting on messaging/objection handling
- Opportunity to couple EOL with GEN4 X upgrade opportunity and GEN4 value messaging
- Gives time to notify all customers receiving slides/trades of Si EOL before purchasing the system

**Sales team actions:**

- Work with Marshall to provide a guaranteed trade value to GEN4
- Build aggressive Si to X strategy (pricing and messaging) to provide with EOL letter
- Include GEN4 software messaging with EOL messaging
- Work on after LDP, offsite, etc.
- Working group: Chip, Chad, Ryan, Jake, Darla

**Systems marketing actions:**

- Sync communication with Katie (secondary markets) and Dan (Operations) so there is one plan/working group
- Pull in Mario Lowe to ensure regulatory support
- Communicate plan with Brian/Sal and ensure alignment
- Clarify for sales and customers EOL milestones and meanings
- End of manufacture – no longer building new systems
- End of sales – no more in inventory to sell (new or refurb)
- End of promotion – no more slides. Upgrades to next gen only.
- End of service – No longer supporting
- Confirm removing from the APL DOES NOT inhibit ability to continue slides/trades.

**Brian** – Feel free to edit/comment and convey next steps to align Sal on the plan.

**Ryan Shaw**

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